



Initiative Africa's Executive Director, Kebour Genna, Meets with Commissioner Teshome Toga to Promote Private Sector Engagement in the upcoming National Rehabilitation and Reintegration process.

Initiative Africa (IA), a local organization dedicated to promoting peace and sustainable development in Ethiopia, is delighted to announce a pivotal meeting between IA's Executive Director, Kebour Genna, and Commissioner Teshome Toga, who headed the newly established National Rehabilitation Commission of Ethiopia (NRCE).

Addressing the prevailing peace challenges in Ethiopia, Commissioner Toga wholeheartedly endorsed the Business for Peace initiative, acknowledging its timeliness and calling for robust support and active engagement from all stakeholders. "The Ethiopian private sector is an important actor in the work of the commission," said Teshome Toga, Commissioner of the NRC. "The private sector needs to actively engage in peacebuilding and post-conflict construction work without a push from the government. The Business for Peace initiative is timely and needs to be supported and engaged as peace is an important issue for Ethiopia now."

Building on this shared vision, IA and NRCE have jointly agreed to hold a high-level discussion forum by the end of this month. This forum will focus on exploring the private sector's role in implementing the Cessation of Hostilities Agreement (CoHA) and, specifically, its contribution to the ongoing Disarmament, Demobilization, and Reintegration (DDR) process. The platform will bring together regional chambers, associations, and prominent business owners in Ethiopia, creating an opportunity for open dialogue, knowledge sharing, and collaborative action. Kebour Genna, Executive Director of Initiative Africa, said that the forum is an important opportunity to bring together the private sector and government to discuss how they can work together to build peace in Ethiopia. "We believe that the private sector has a critical role to play in peacebuilding," said Kebour. "This forum is an opportunity for us to share our ideas and to work together to develop a plan for how the private sector can be more effectively engaged in peacebuilding efforts."

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NRCE has been actively engaging with various stakeholders, including the international community, to mobilize funds and garner support. Operating independently, NRCE also collaborates with the Ministry of Peace (MoP) and a council of advisors, consisting of representatives from the Ministry of Education, the Ministry of Health, the Ministry of Labour and Skills, and the Ministry of Defense. This collaborative approach ensures a holistic and multifaceted response to the challenges of peacebuilding and national rehabilitation.

Underpinning these efforts, the Business for Peace project stands as a cornerstone initiative focused on mobilizing the business sector for sustainable peacebuilding. Supported by the Swedish International Development Cooperation Agency (SIDA), this three-year project aims to harness the transformative power of private enterprises in shaping peace, stability, and prosperity in Ethiopia.

Both IA and NRCE are committed to fostering a resilient and inclusive peacebuilding landscape in Ethiopia by actively engaging the private sector. This partnership signifies a significant milestone in strengthening the role of businesses in post-conflict development, reconstruction, and sustainable peace.

For further information, please contact us with this email address info@initiativeafrica.net or call +251-11-662-2640/41

